

## Claims

1. A sublimation thermal transfer recording medium comprising a base sheet having formed on one surface thereof a plurality of thermal transfer dye layers having different hues in planar sequence one another,

the thermal transfer dye layers containing a phenoxy resin as a binder resin and containing a block copolymer silicone resin.

2. The sublimation thermal transfer recording medium according to claim 1, wherein the block copolymer silicone resin includes an amount of Si that ranges from 5% to 30% by weight.

3. The sublimation thermal transfer recording medium according to claim 1, wherein a mixing ratio of the binder resin to the block copolymer silicone resin ranges from 99:1 to 70:30.

4. A thermal transfer recording method comprising the steps of:  
making a receiving material in contact with a sublimation thermal transfer recording medium; and

applying heat to a back surface of the sublimation thermal transfer recording medium to effect printing on the receiving material,

wherein the sublimation thermal transfer recording medium is formed with a thermal transfer dye layer containing a phenoxy resin as a binder resin and containing a block copolymer silicone resin, and

wherein the receiving material includes a soft vinyl chloride card such that printing is effected directly on a surface thereof.